



# Ruler of Pandora

# Introduction



Game Designer - Katriel

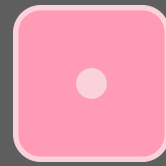
Editorial Manager - Jun Shen

Art Director - Rui Min

Marketing Manager - Bai Hui

Project Leader - Yi Ting

# Roles



## Game Designer

- Main Idea of the gamplay
- Adjustments of the gameplay after playtestings



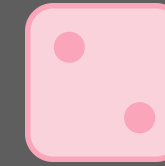
## Art Director

- Drawing of all components of the game



## Project Leader

- Planning the work of different roles
- Make sure things are done on time



## Editorial Manager

- Rule book
- Research & pictures



## Marketing Manager

- Brochure
- Marketing videos



# Vision of the game

The main idea of the game is where each character is represented by the different inhabitants of Pandora. We have the Ocean tribe, the Jungle tribe, the Human race and the Creatures that roam on Pandora (Land and Ocean). These characters will be battling it out for territory and see who the ultimate ruler of Pandora will be.



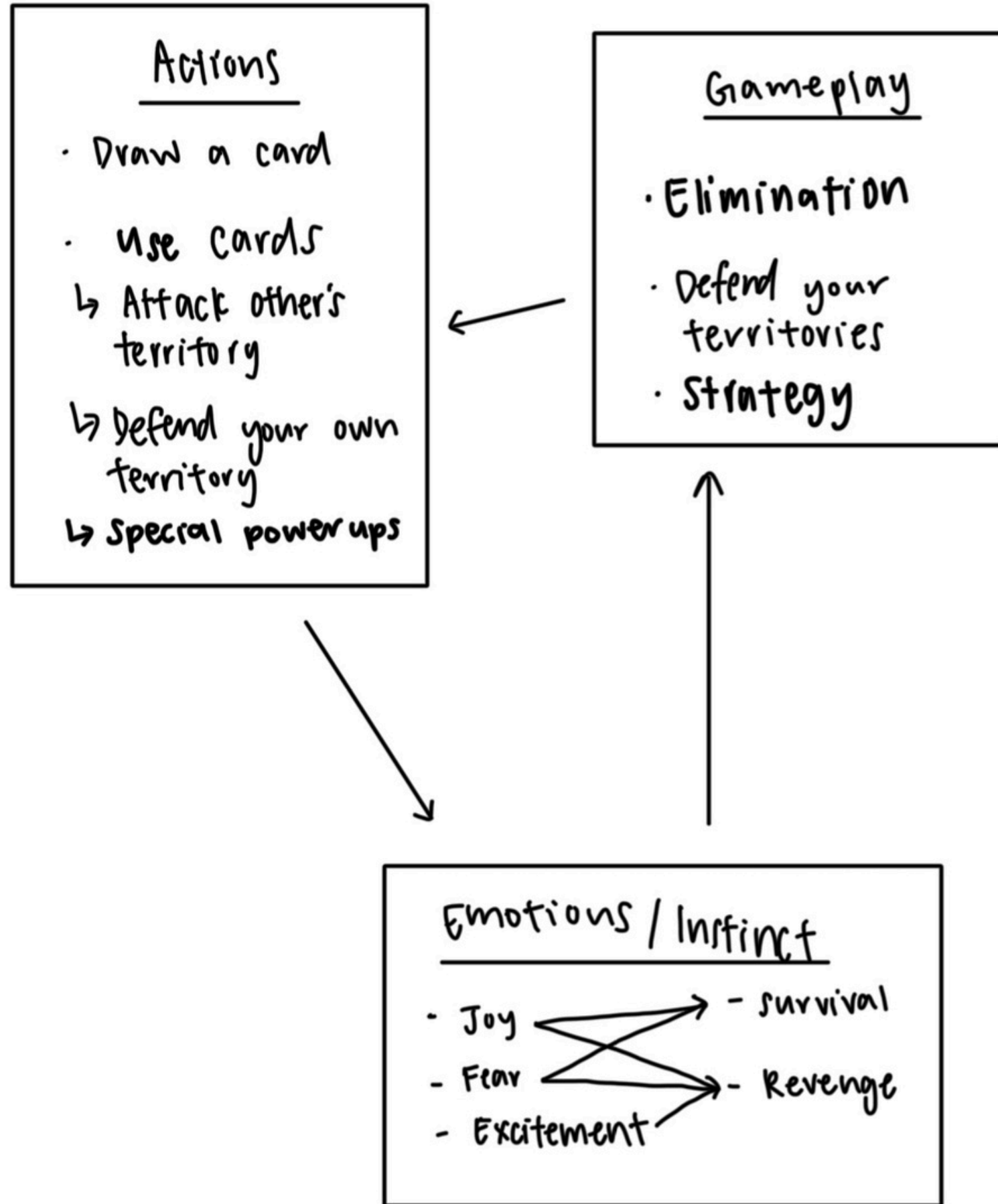
# Story & Theme



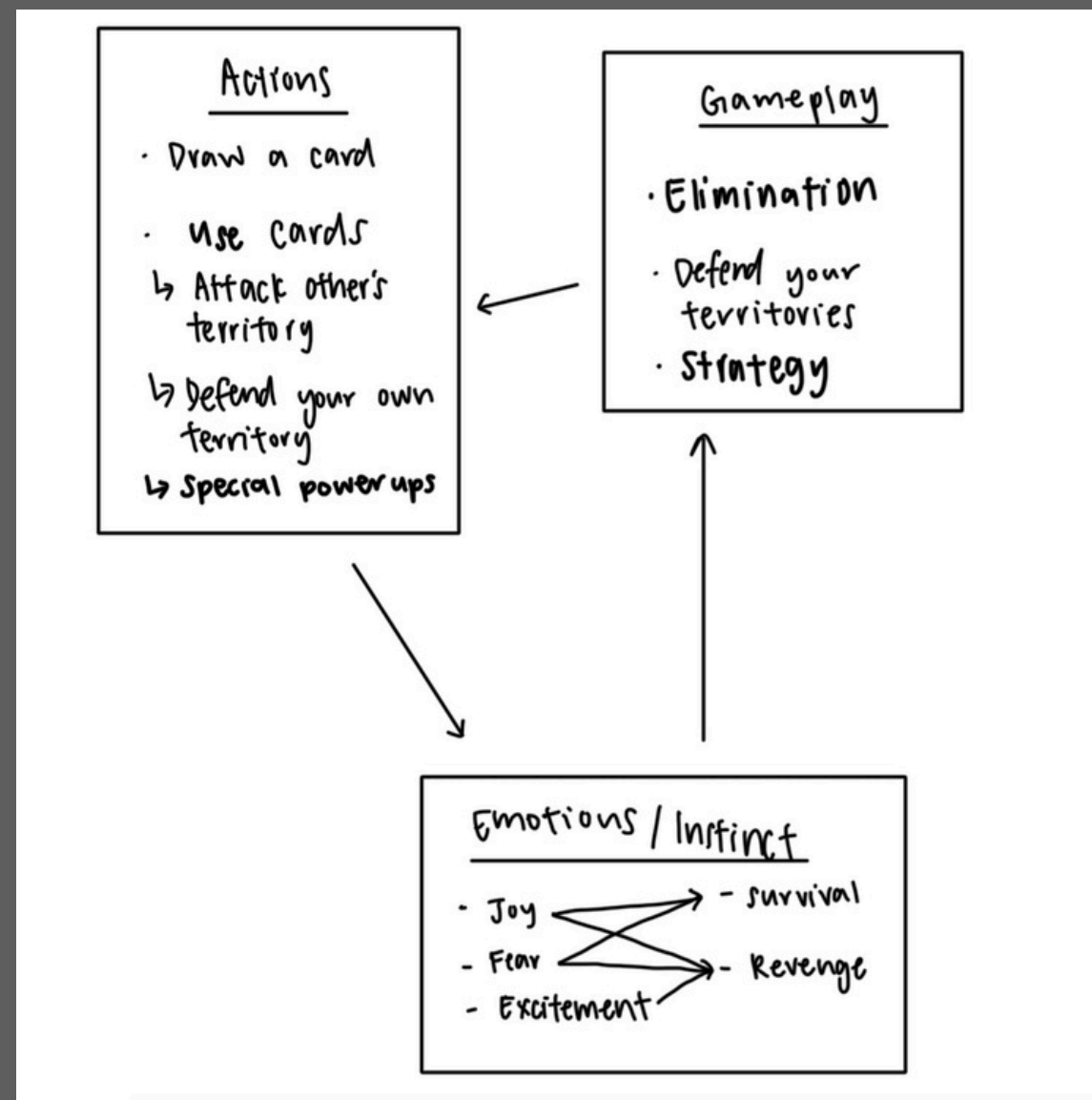
Theme: Movie (Avatar 2 – The Way of Water)

Story: Strategize how you want to win the game and become the Ruler of Pandora.

# AGE

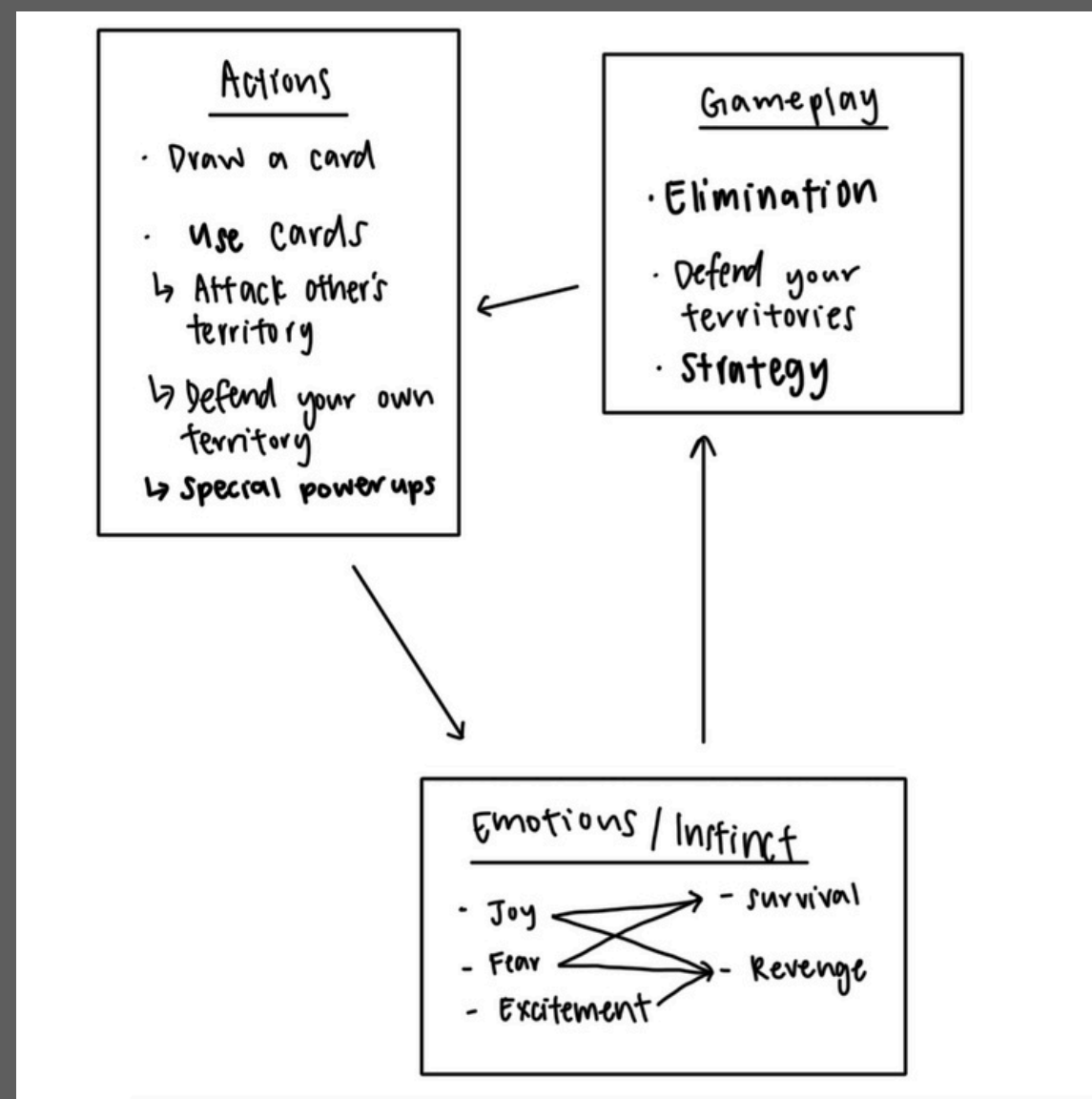


# Why is our game appealing to 8 years and above?



- Simple, easy to use
- Easy to learn
- Different

# How does AGE support the vision of our game?



- Strategic Thinking
- Critical thinking
- Excitement

# Marketing and Promotion Strategy

Similar products on the market

Target audience

Brochure & Promotion video

How will we increase its reach?



# Who will play Ruler of Pandora?

## Player Types

- Strategy enthusiasts
- Social gamers
- Competitive players

## Age Group

- 8 years and above

## Experiences Desired

- Tactical challenges
- Emotional rewards
- Social connections

## Challenges They Love

- Resource management
- Territory control
- Strategic decision-making

# Understanding the market

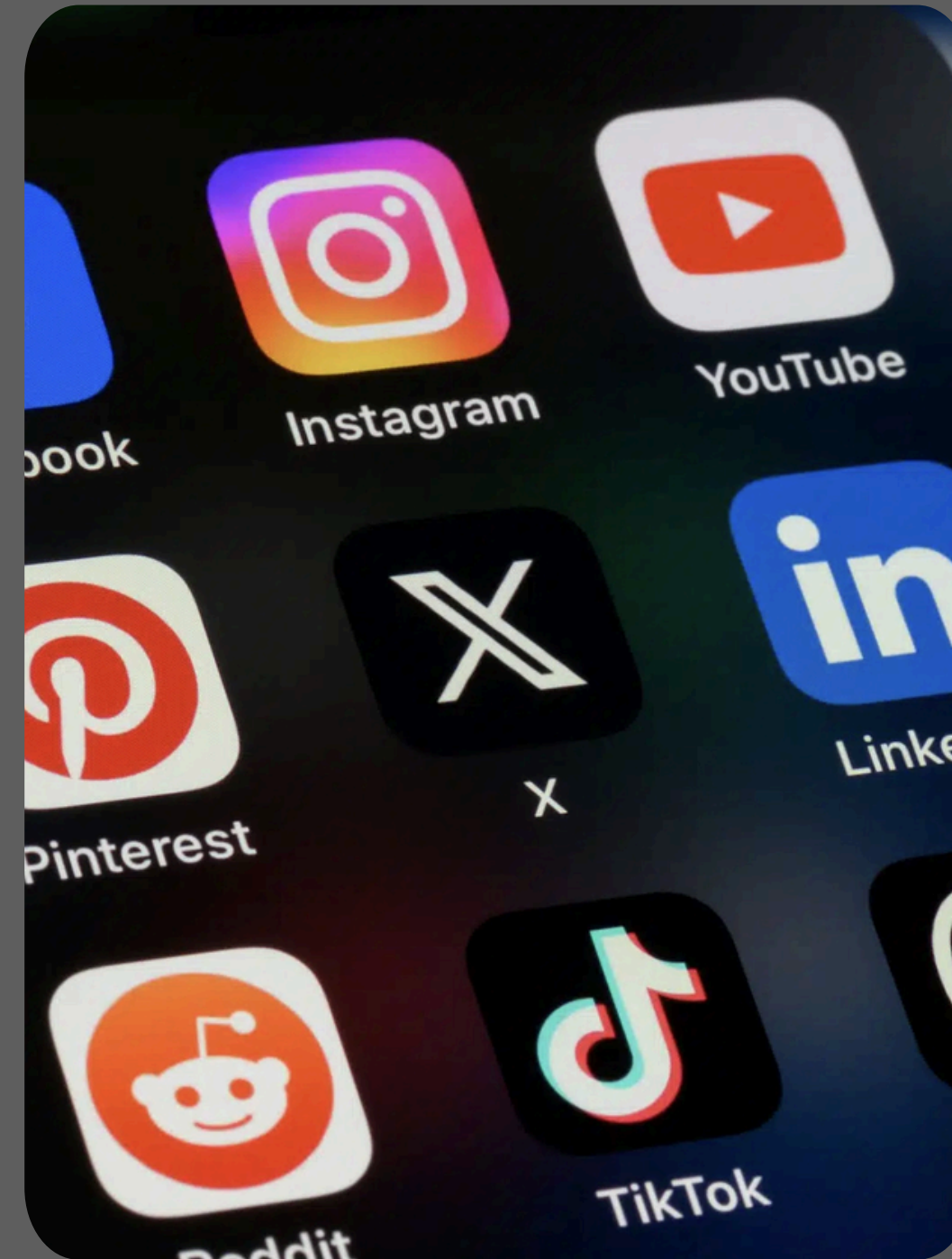


# How we'll win the market

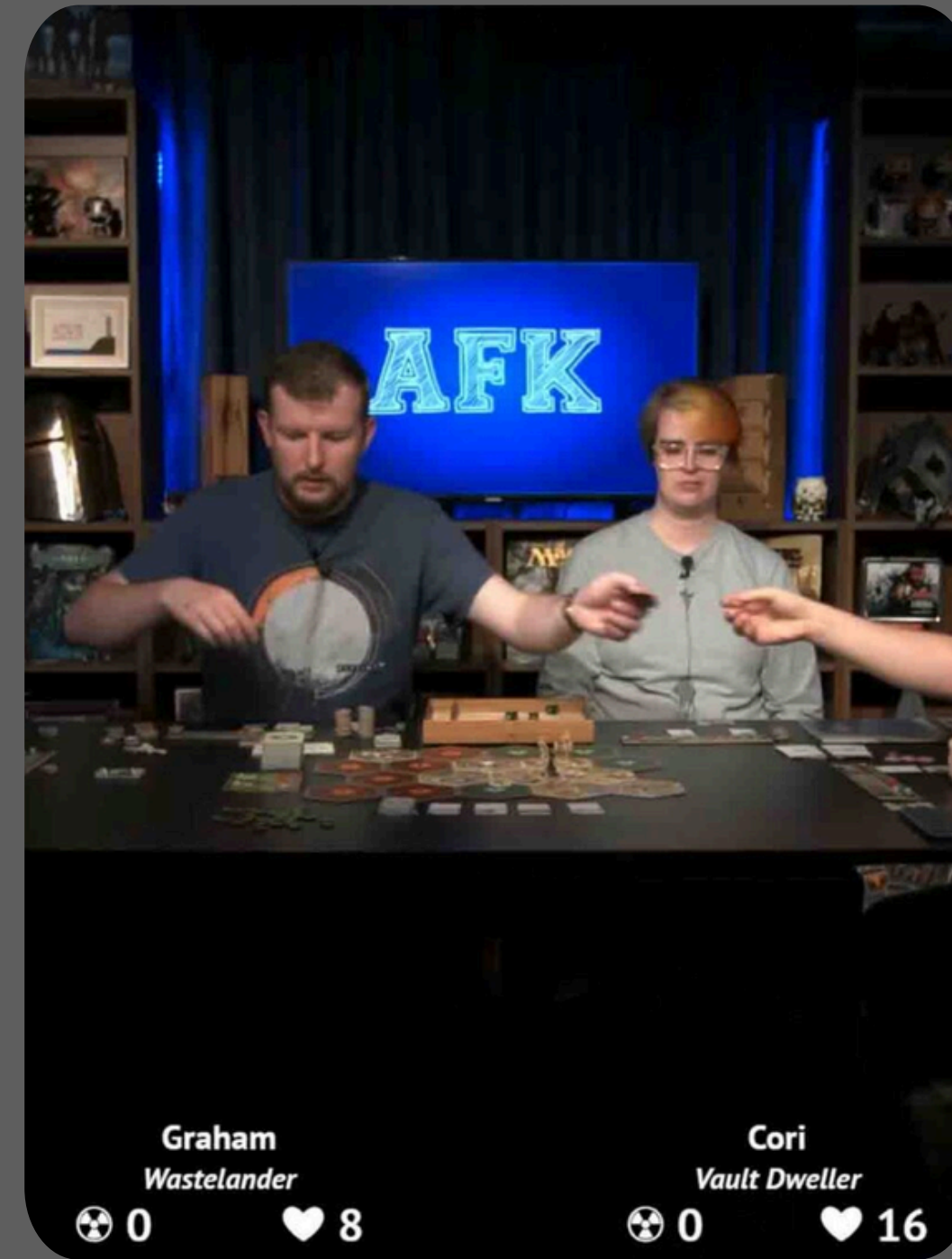


1. Social Media Campaign
2. Influencer Partnerships
3. Community Building
4. Distribution Channels

# Social Media Campaign



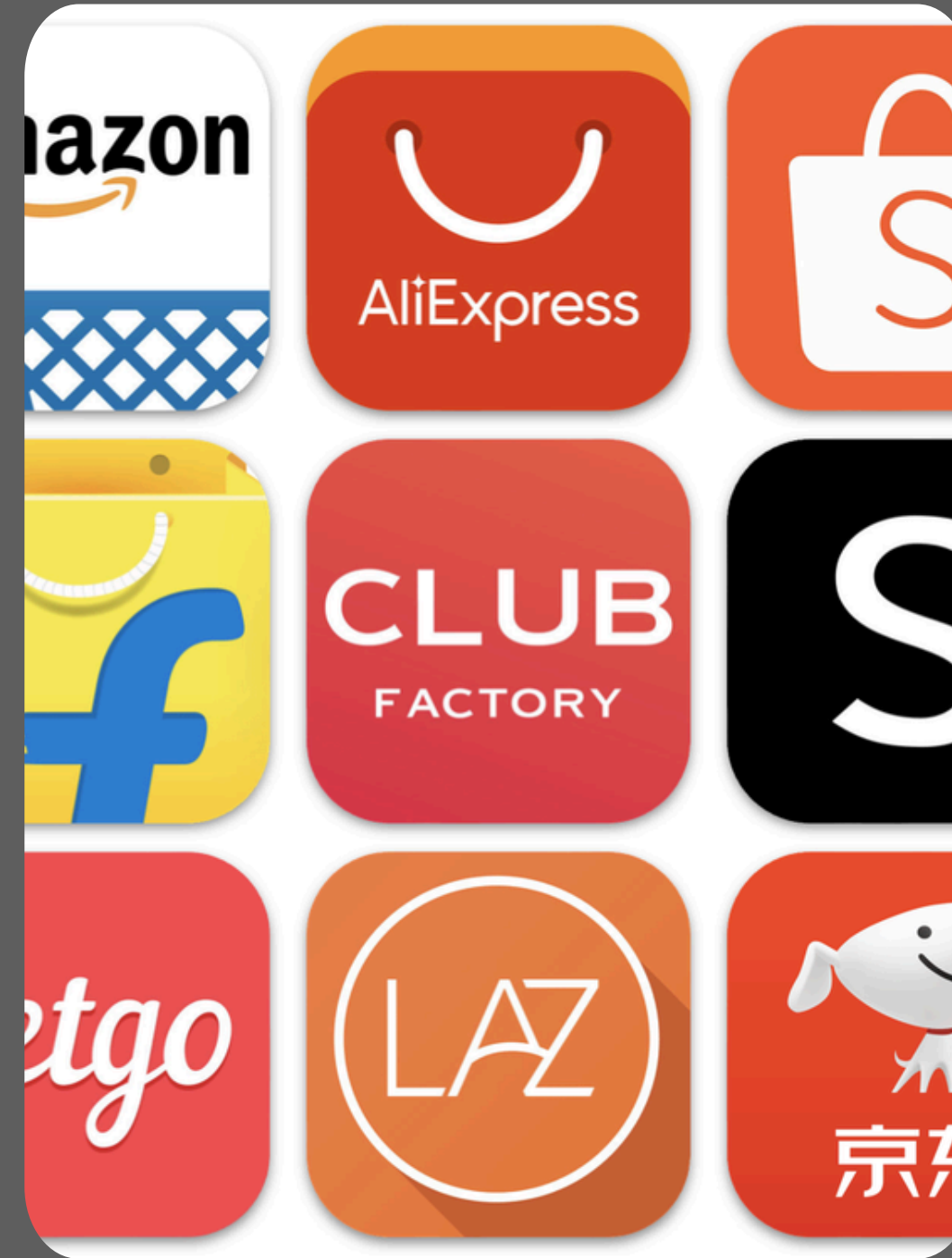
# Influencer Partnerships



# Community Building



# Distribution Channels



# Promotion Strategy

## WHAT IS Ruler of Pandora?

Ruler of Pandora is a strategy-based board game where players battle to conquer territories, manage resources, and outwit opponents. Choose your character, unleash elemental powers, and dominate the board to become the ultimate ruler.

## AVATAR WHY Ruler of Pandora?

For those who love strategy and competition, Ruler of Pandora delivers a thrilling mix of tactical gameplay, unique characters, and powerful card dynamics. Every move counts as you fight to conquer and rule!

## CONTACT US

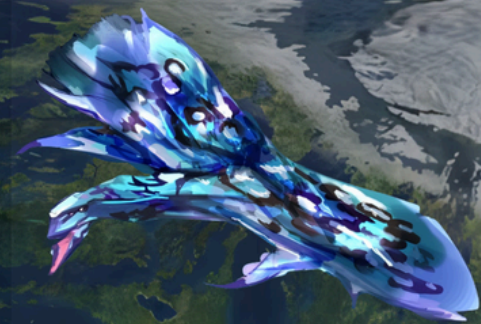
Yi Ting  
Katriel  
Bai Hui  
Rui Min  
Jun Shen



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535 Clementi Road,  
Singapore 599489



## Ruler of Pandora



## UNLEASH ELEMENTAL MASTERS

Fire, Water, Air, and Land—pick your character and master the elements. Each character brings unique abilities to the battlefield, turning every round into an epic clash of wits and power.

Manage your limited energy wisely! Every attack, defense, or special move drains your reserves.

Will you play cautiously or go all out for glory?

## FEEL THE POWER OF ENERGY MANAGEMENT

## FRIENDLY BETRAYALS

Diplomacy, alliances, and... betrayal? Forge temporary truces with friends, but don't hesitate to backstab them when the moment is right. After all, there's only one Ruler of Pandora.

Brochure

# Promotion Strategy

## Promotion Video



## Increasing Reach:

- Online ads & Promotion video on social media
- Game Demos (at events)
- Word of Mouth (referral campaigns)

# Art director



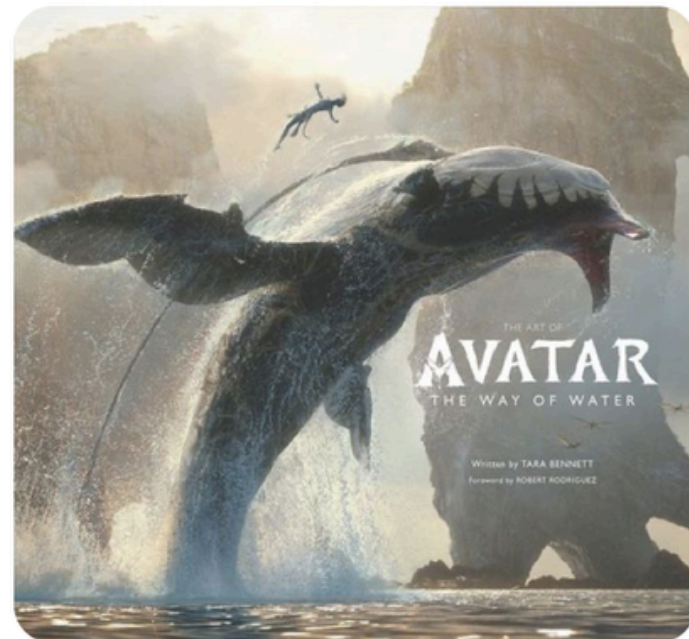
# Mood board



ddaeenni



Avatar 2009



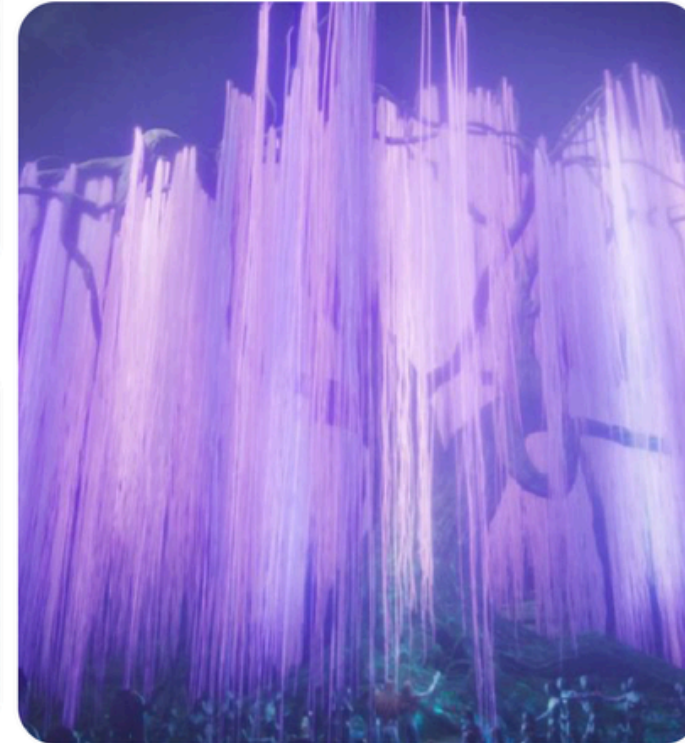
The Art of Avatar: The Way of Water



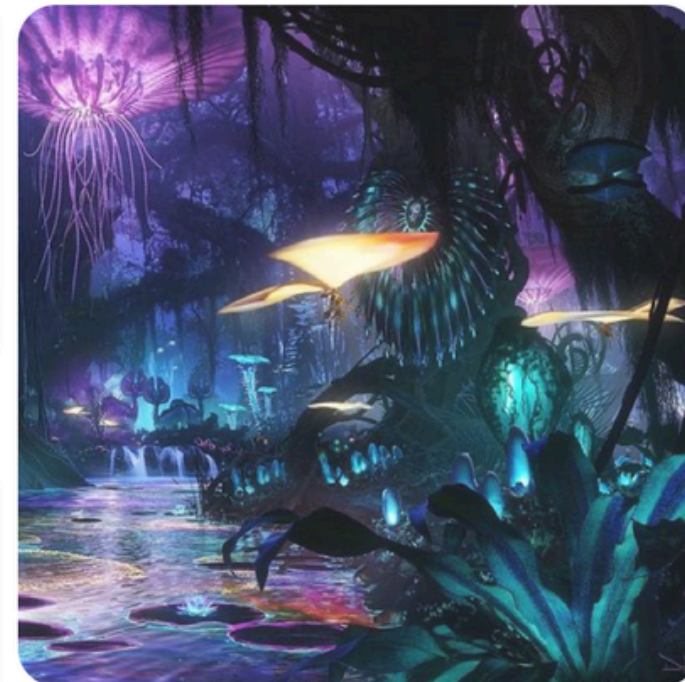
Ometakaya people



Pandora 🤩🤩



tree of souls



Nail ideas


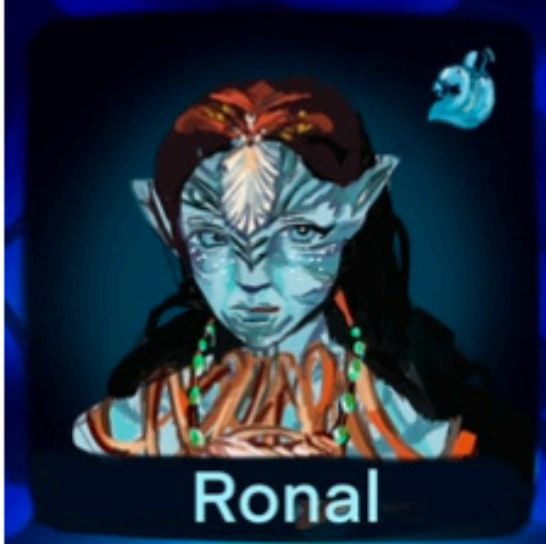
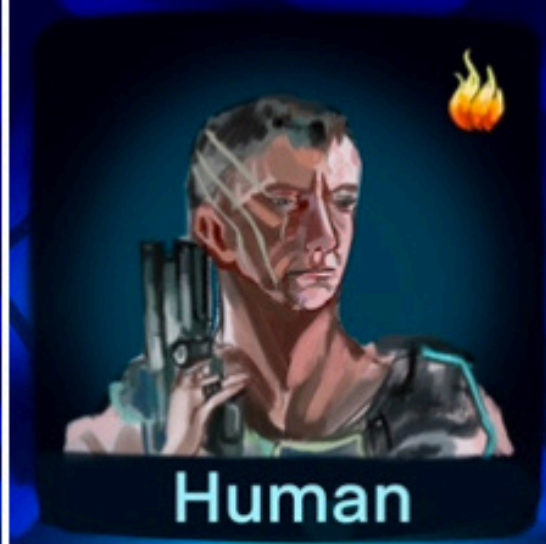


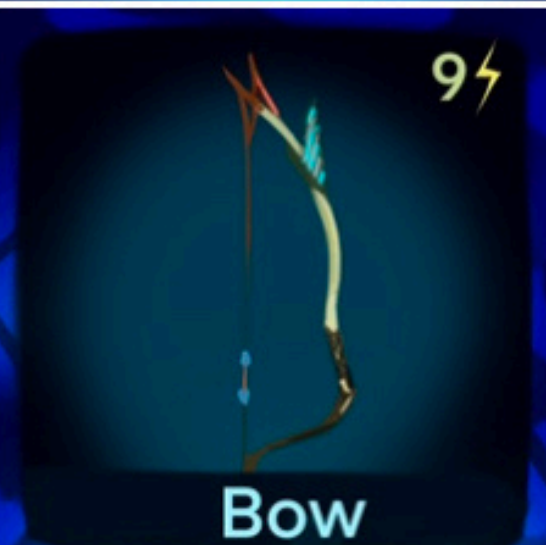
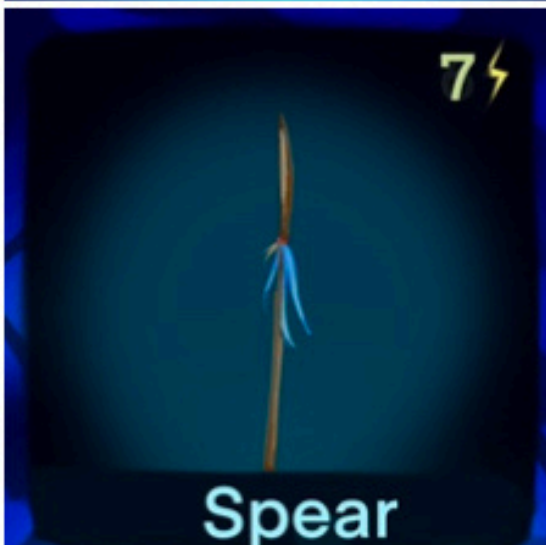






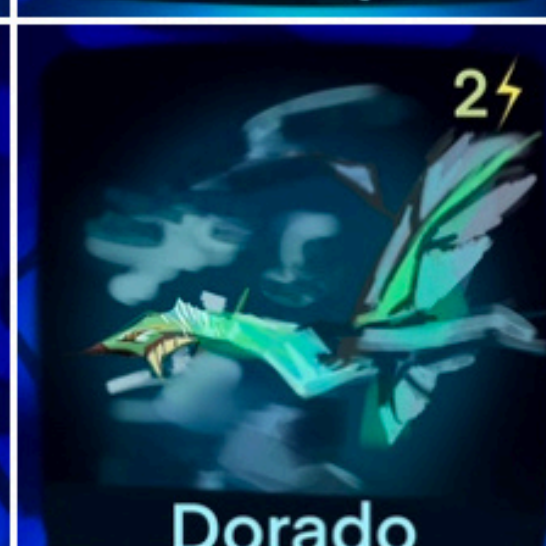



# Art style and direction

The art style and direction were chosen to bring Pandora to life in a way that feels both familiar and immersive. By drawing from credible sources, I wanted players to fully immerse themselves in the world of Pandora.



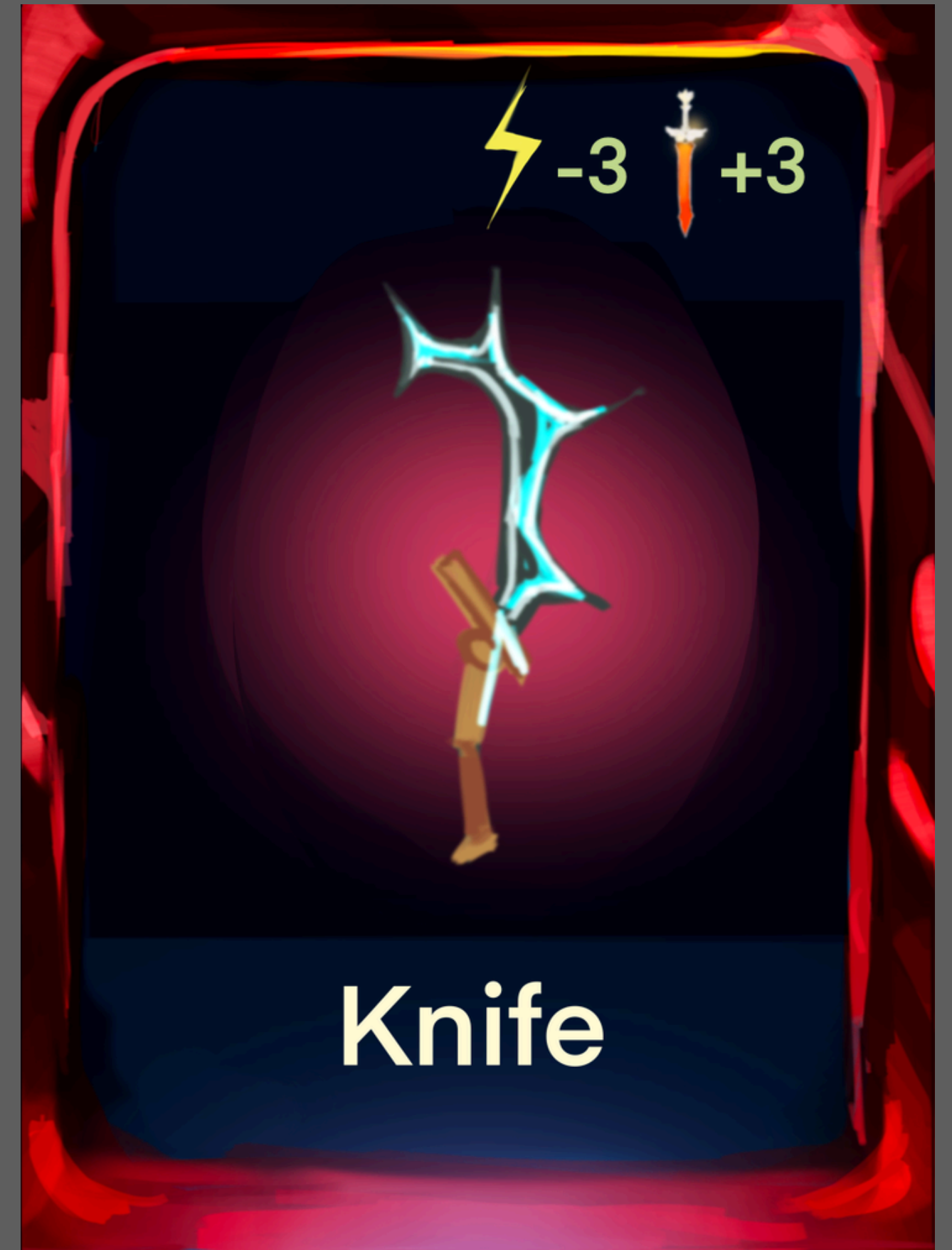
# First draft

 <p>Jake sully</p>	 <p>Ronal</p>	 <p>Human</p>	 <p>Banshee</p>	 <p>2⚡</p> <p>Scythe</p>
 <p>9⚡</p> <p>Bow</p>	 <p>7⚡</p> <p>Spear</p>	 <p>1⚡</p> <p>Electric eel</p>	 <p>1⚡</p> <p>Grass spike</p>	 <p>3⚡</p> <p>Skimwing</p>
 <p>4⚡</p> <p>Knife</p>	 <p>6⚡</p> <p>AR</p>	 <p>4⚡</p> <p>Knife</p>	 <p>2⚡</p> <p>Dorado</p>	 <p>2⚡</p> <p>Goblin thisle</p>

# Final refining



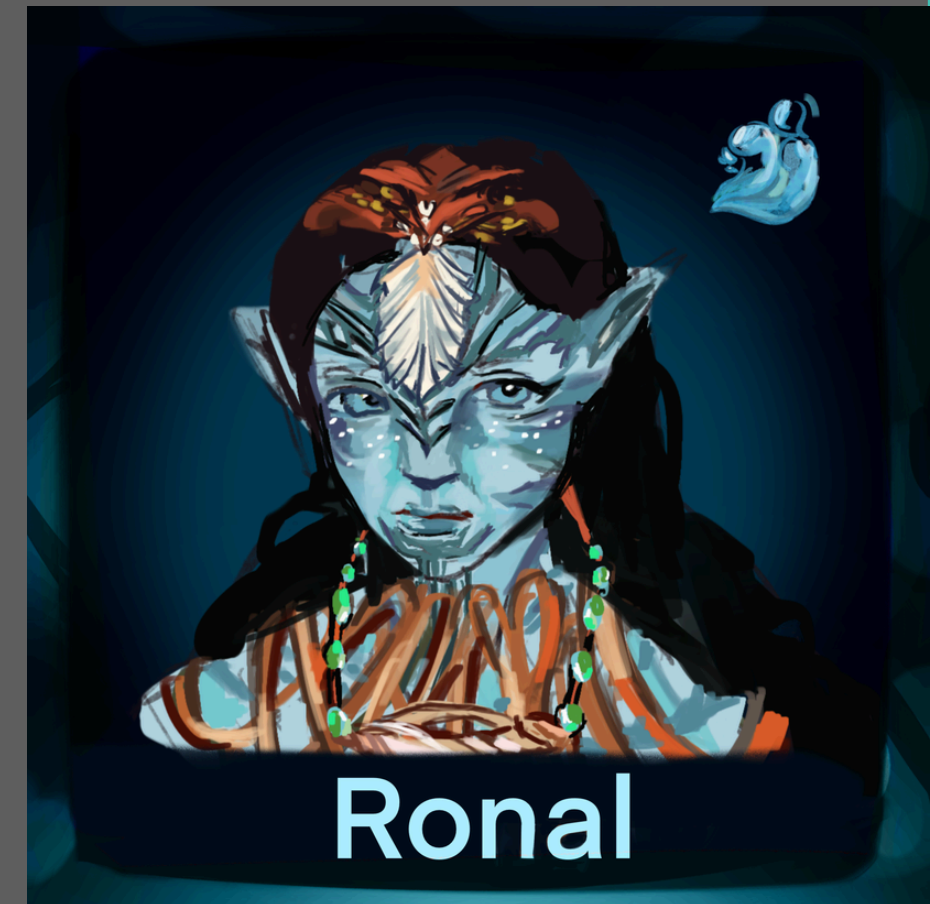
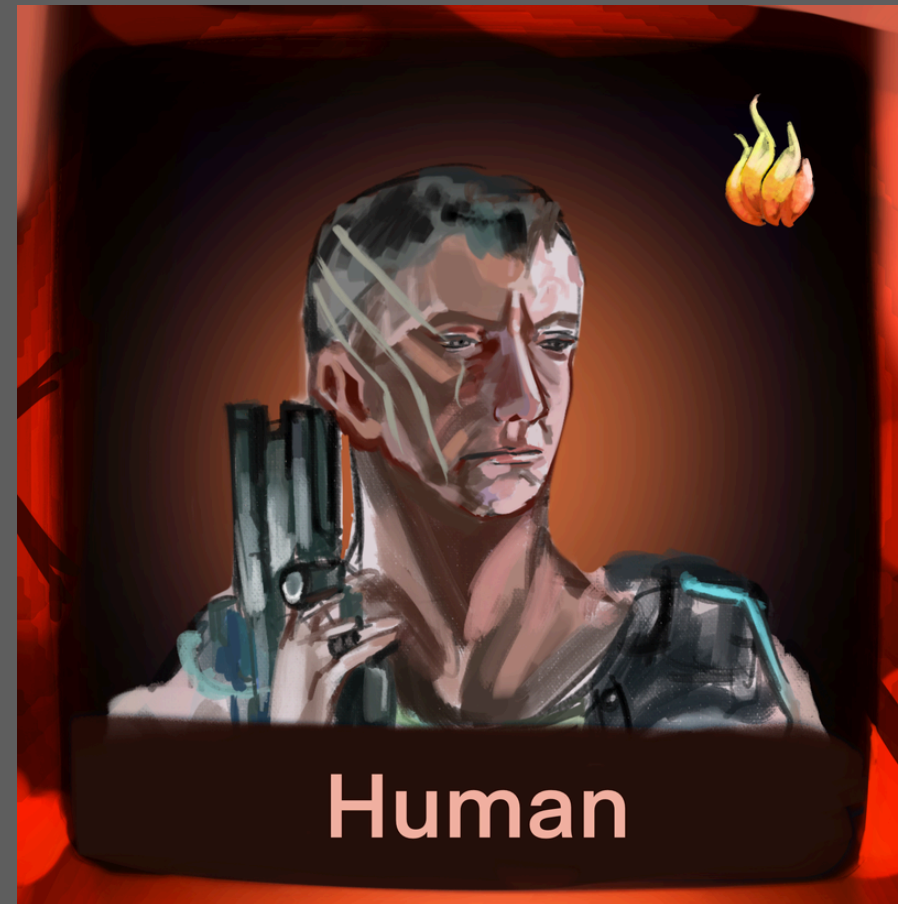
# Final refining



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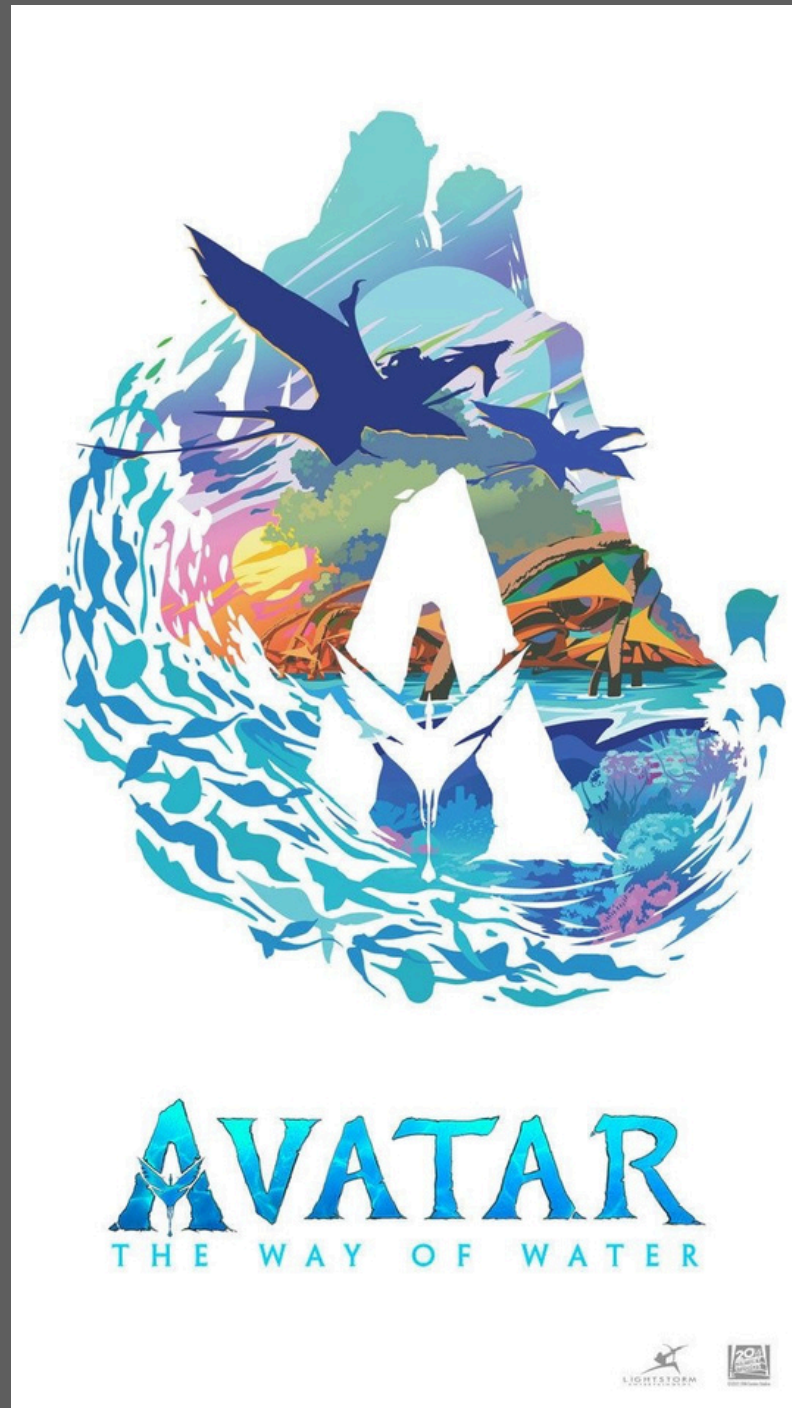
# Character cards



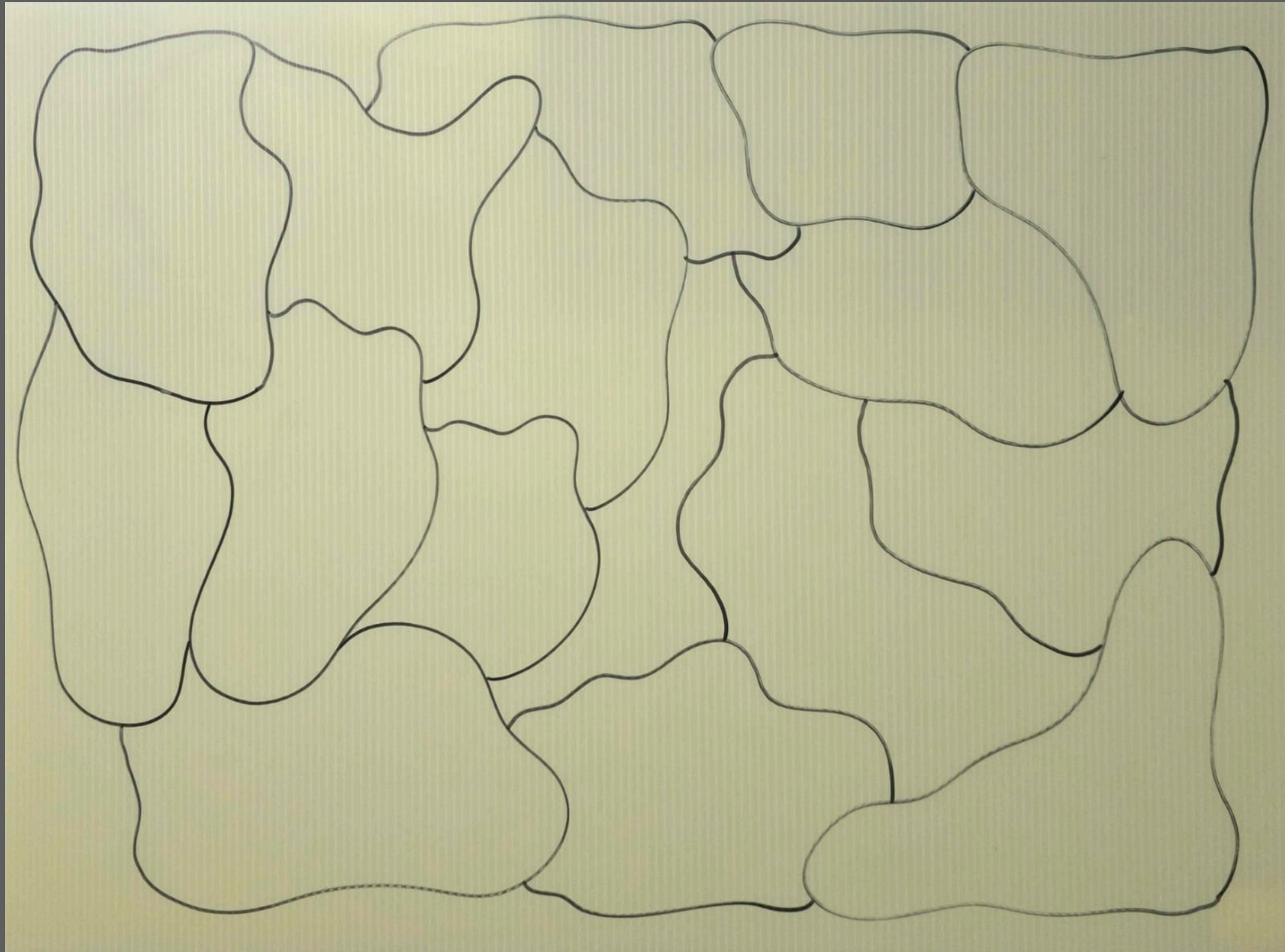
# Back cover

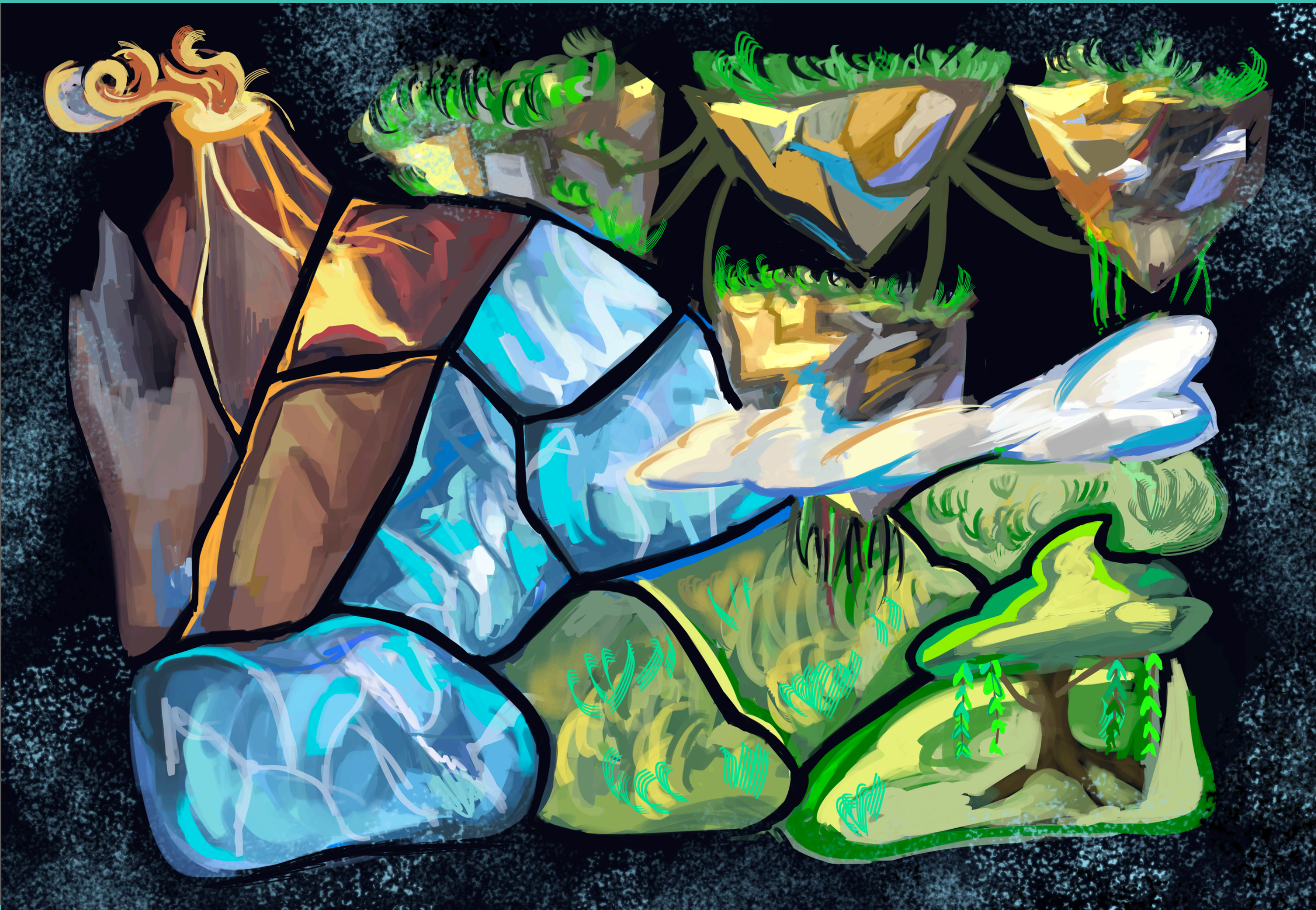


# Cover art

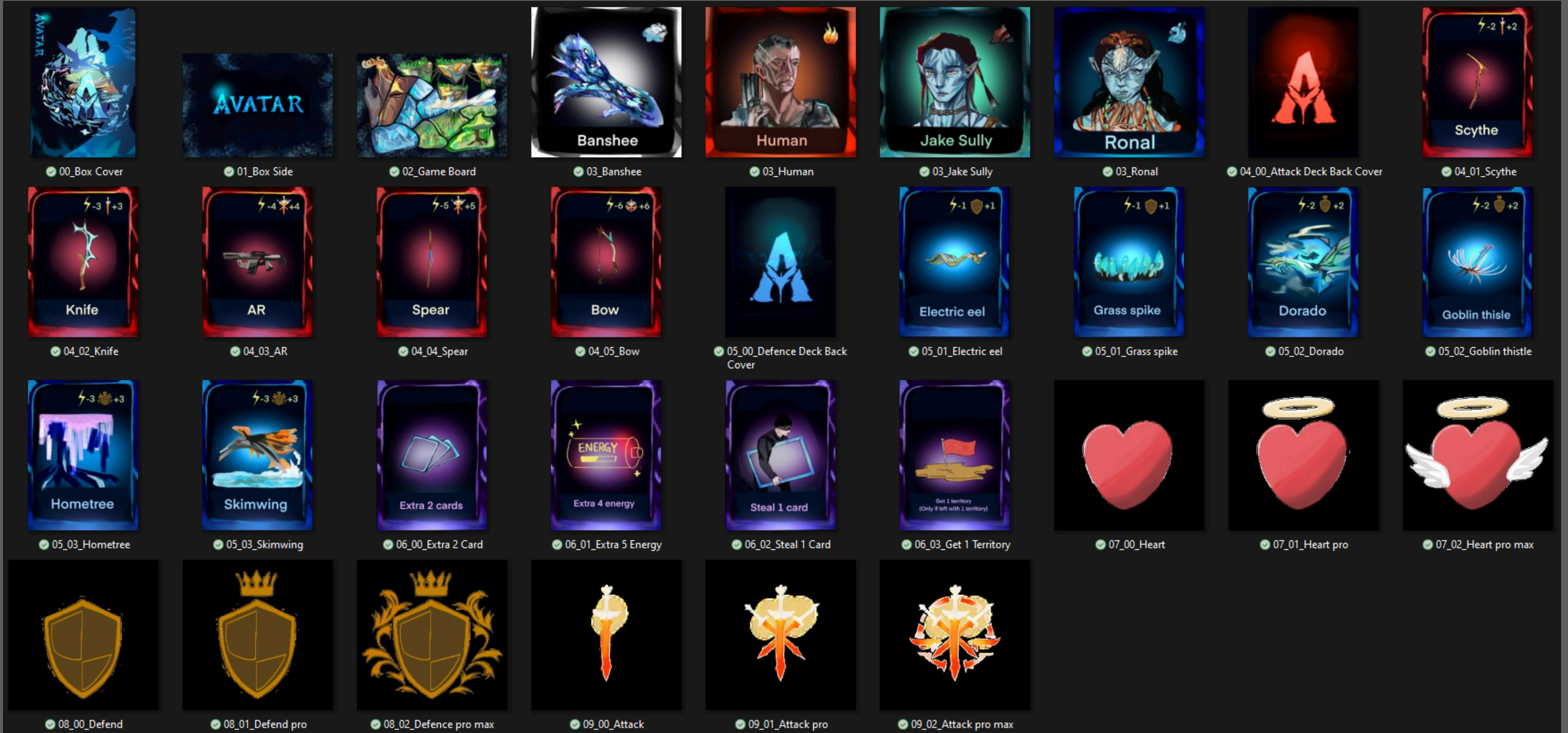


# Board design





# Final draft



# Game balancing



How do we prevent  
overpowered/dominant  
strategies in our game?

# How we balanced the game



## Damage/Defense stat on each card

- Adjusted damage, allows players to be able to tack down a territory with max defense
- Limited defense, prevents too much defense stacked on one territory.



## Winning factor

- At first, we wanted each player to take over the whole board. After, the first player to take over 10 territories win.




## Number of energy per round

- Limits the amount of actions they can do per round.
- Prevents multiple high damage/defense cards from being played in one turn.



## Map

- Prevents the game from being too long
- Equal and fair opportunity to all players



**Join Us in**

**Ruling Pandora!**